



## A NOTE FROM THE EDITOR

BY STELLA PETROCELLI

I hope everyone enjoyed the Q1 full staff meeting. Congratulations to our Core Value winners for Q1! Ed, Kayla and Kat! Keep in mind that the winners are chosen by the whole team! Your participation is appreciated in landing on the winners! Pete sends out the comments after the meeting is complete! It's nice to hear what your peers think of you!

Our May lunch and learn is scheduled for May 19th at 12pm EST. You should have received a calendar invite. Please remember to accept or decline the invite to share your attendance plans. The topic of discussion is Project Management for Normal People. Mark Bangerter will be facilitating this topic.

I hope you all enjoy the month ahead! Get outside and enjoy the beautiful weather!



### HAPPY BIRTHDAY!



**Kelli Blocher**  
May 14th



**Rasmus Mikkelsen**  
May 17th



**Christian Mikkelsen**  
May 17th



**Rose Universe**  
May 30th

### HAPPY ANNIVERSARY!



Celebrating Karina  
for 1-year with  
Publishing.com



Celebrating Christine  
for 1-year with  
Publishing.com



Celebrating Kayla for  
1-year with  
Publishing.com

### WELCOME TO THE TEAM



**Erik Ocaya**  
Graphic Designer &  
Video Editor



**Andres Abadia**  
Software Engineer



**Christian Sokolov**  
Art Director &  
Designer



**Pierre Louis**  
Web Designer



## MUSINGS FROM OUR COO

BY PETE SRODOSKI

Hey everyone!

It's crazy to think that April has already come and gone! It feels like I just wrote this for last month!!

April was such an exciting month for our company. We were all buzzing about AI and what the future of our business would look like. Each of our departments were laser focused on figuring out their piece of the puzzle when it came to AI. It was really exciting to watch as we tried to tackle this new and exciting endeavor! While everyone was focused on how to handle the shift, Mark B and a select group of people were testing out creating our own AI platform, iterating over and over, and learning from what we received.

All of that testing allowed us to know what we liked and disliked in our new AI software. When we figured out what we wanted, we ramped up quickly on software development, hired some new folks, and with Charlotte at the helm, got moving and grooving. May is going to be an awesome month—I can already feel it!!

Our webinar is coming along nicely, we're working hard everywhere to get prepared for when it drops, and I honestly can't wait to see the success when it finally rolls out!! Join the excitement! Find out something in AI that you don't know, learn some new tricks, or offer to help on something that interests you... we're all learning right now!!

Thanks everyone—let's have an awesome month!!

Pete



# ACCOUNTING

BY NICHOLAS DOULAVERIS



- We successfully filed tax returns and Extensions for 2022.
- Successfully updated state registrations to new Texas Addresses
- Created Capitalization policy for AI research and development projects.
- We began research into reporting, and payment processing improvements

# PRODUCT

BY MEL MADSEN



## We're all systems go for the new AIA dashboard!

- Currently all our energy and efforts are geared towards this one major task. With loads of spinning plates on the go, we are happy with our progress and look forward to presenting the best product we've ever done!
- Apart from rebranding current lessons, we're working on multiple new lessons congruently.

## Some of these include:

- book cover
- book title
- ghostwriting (6 lessons on the go!)
- using AI to supercharge your business
- the ultimate AI prompt sheet
- And more!

**Massive shout out to everyone involved in making this a success. We are thoroughly enjoying ourselves :)**

# MARKETING & SALES

BY MARK BANGERTER



- We have a lot of exciting things happening in the marketing department.
- Christian and Mark T. are working on the new AI webinar that should go live in May.
- With the new webinar we will have an updated offer. More details to come on this.
- Our old Google/YouTube account finally got some ads approved. So, we are working on slowly scaling that one back up.
- We are also still working on hiring a few key roles across the marketing department, but we are getting very close to filling them.



# HUMAN RESOURCES

BY BECKY SYLVERA



## Level-up!

2023 is the year for Publishing.com to Level-Up in all facets of the company!

In Human Resources, we're focused on:

- Rolling out an Annual Performance Evaluation Program
- Creating Transparent Career Roadmaps
- Providing Employee Training & Development Opportunities!
- We've heard you! Thank you to everyone who participated in the Employee Satisfaction Survey and also the Training Survey.

**Your feedback is so critical in Leveling-Up the company!**

# CUSTOMER SUPPORT

BY CHURCHILL ADOGA



## We are kicking off Q2 with a BANG!

- Our MIT's are LIVE and in play. Not only have we been able to identify 4 core areas to deep dive in and aim for gold, we have charted out active plans to achieve our most important tasks and have members of the team own this project.
- Our New Onboarding Initiative is nearing completion. We kicked off a project to revamp the current onboarding system in order to help with student retention and refund rates. This has enabled us work with awesome members of other teams and join heads to deliver great insights. By the end of April, we should be working on executing this new plan.
- We partnered with Zinc.io fulfil out 7DPC books. This was both timely and strategic as we had been looking for a long term solution to our fulfilment problems. This is HUGE for us as we no longer have to risk getting our Amazon account banned.

## Pending Updates from Last Month:

- The Support Team successfully checked off every item in our Q1 MIT list!
- We are past our target of 1000 Trustpilot reviews, and we plan to keep going!
- We have passed our AIA Refund saves initiative over to the Closer Secrets team and are working closely with them to help fulfil this. While there havent been much success, the insights we are getting are of great value to help build a new Customer retention plan.

## Shoutouts!

- Dan - For being an icon of Support excellence. 3 weeks in a row of QA and CSAT at 100%. From multiple CSAT Ratings AND dealing with refunds. Incredible!
- Sandy - For being a Superwoman, hitting weekend hours to get a high priority task done. 48 hours before the deadline. Learning + Executing new skills at the same time.
- Kayla - Bringing home to Work Hard, Stay Humble Core Value award!





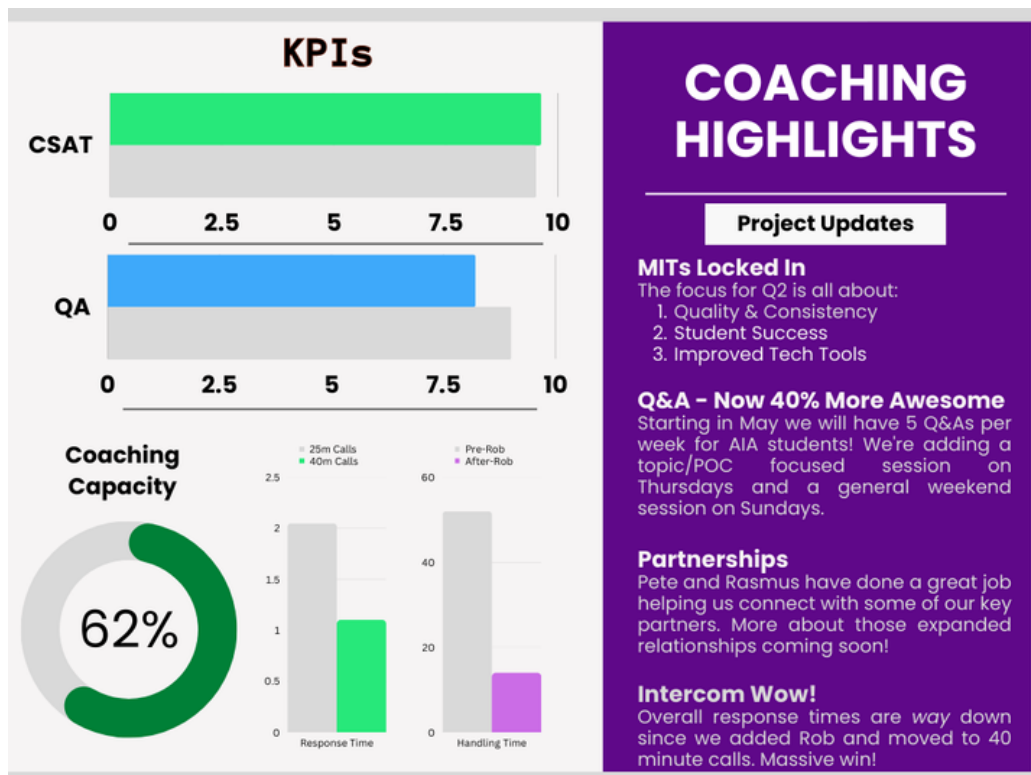
## Q2 Focus

The coaching team has three key areas of focus as we head into the second quarter. These MITs are all designed to drive the department forward in our mission to provide amazing coaching that leads the most possible students towards a successful career in self-publishing.

The first is our eternal quest to perfect the quality & consistency of coaching. To work towards this goal we are building a coach and supervisor facing KPI dashboard, building out tracking of quality metrics in hubspot, and expanding our internal training program.

The second is to significantly improve the PA success rate. What is that? Simply, it's the percentage of students who make it all the way through to publish a money-making book. This is a year long goal with many milestones. One of the key ones for Q2 is to vastly increase the number of students who get on a first call. In January the percentage of new PA students who booked a call within their first 30 days was under 20%. We've almost doubled that since, and our goal is to exceed 50% by the end of the quarter.

Our last MIT is to take a comprehensive survey of our tech tools to identify and eliminate problems in our tech stack. This is to ensure a positive student experience, and to remove inefficiencies and roadblocks for our staff. We'll be connecting with many other departments as we work through issues, and I expect us to be Shahmir's best friend by the time we're done.



# COMMUNITY SUCCESS

BY ANNAH WYATT



- We're focusing on how Community can better be an avenue to increase efficiencies across our teams as well as growth for the entire company.
- We've now eliminated all negative chatter on our FB Ads by simply deleting all comments! Using a new strategy we're helping prospects avoid distractions and get more people to actually watch the webinar vs. arguing about ghostwriters in the comments haha. Thanks to marketing for this new process that is saving us a lot of time and energy
- We're excited to be working on the Onboarding Experience project and were able to get hundreds of responses from the community via the onboarding survey!
- Our monthly newsletter went out this week to all AIA students with some valuable updates. Since many students are social media fatigued, this is a great place to send a team update and reach the 7k students who read these emails.
- Overall we have some new initiatives in AIA like Thriving Thursdays and an Organic Marketing Mini-Series. We also have a Student Feature and Coaches' Tip of the Week in PA to make sure our students are motivated, encouraged, and don't give up on their publishing dreams. We're working to revamp our entire content calendar, collaborate with more partners who have offers for our students, and help the outside world get a glimpse at how incredible our P.com family & community truly is.
- Thankful for my team and everyone helping make these projects possible!!

## HAPPY LIVERVERSARY

One year post liver transplant, Finn is doing very well all things considered. His liver function is nearly perfect, but there are almost always side effects from such a major open stomach surgery, and so over the winter there was a lot of things to work through. He was experience vomiting and diarrhea for weeks and so he started to lose weight and a lot of his beautiful long blond hair fell out too. We experimented with many different medications and diets and thankfully he is doing a lot better now. Going gluten-free and dairy-free made all the difference for him. He still deals with symptoms on a weekly basis, but he has regained all his weight and is thriving now.

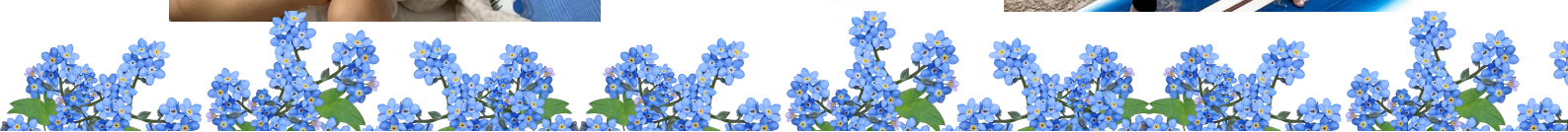
2022



2023



WHAT A  
DIFFERENCE  
A YEAR  
MAKES





# PUBLISHING.COM APPRECIATES OUR TEAM MAY SHOUT-OUT TO NICK DOULAVERIS

You bolster the whole team, **Nick**, consistently!! Thank you!!  
~Hayley

Your work ethic is unrivaled. You are amazing. Keep it up **Nick!**  
~Shahmir

Yeah! Great work, **Nick!**  
~Matthew

Hey **Nick**, we don't work closely but know that I appreciate you from afar. Keep rocking it dude!  
~Naser

**Nick!** CPA Extraordinaire!! Man oh man would this place fall apart without you. How you wrestle the numbers to the ground month after month, I do not know! What I do know is I'm glad you are on the team, brother. Thank you for all that you do.  
~Cody

Thank you for all you do!!!  
~Katrina

Keep up the amazing work, holding down the entire finance side of the business **BY YO SELF!**  
~Rasmus

Listening to you on calls I always feel motivated by your genuine care & drive for P.com. Your efforts to save money, improve credit etc often makes me reflect on my own life & makes me think "be more like **Nick!**" Thank you!  
~Mel

**Nick** does such an incredible job holding down the fort in finance! He gets so many things done without anyone even noticing... his job is behind the scenes but I can guarantee that we would not have the success we have right now without him. Hands down superstar!! I appreciate all that you do for me and this company,  
~Pete

**Nick** is pretty quiet, lurking in the shadows like a super intelligent finance robot ninja. He's not only good with numbers, he has a brilliant business mind as well. Keep on crushing it **Nick!**  
~Mark B.

Thank you for all you do, **Nick!!** Continue the incredible work!  
~Elizette

**Nick** - Just WOW! **Nick** is just amazing at what he does! I'm privileged to get to work so closely with him in our p.com roles.  
~Becky

**Nick D.** is an incredible asset to the team on so many levels. He brings so much to the bottom line, not just in saving the company literally millions ... but also in driving revenues (can you say Affirm, anyone?) And on top of the performance, he's just so personable. His family pics & videos always make me laugh and he brings such great energy every day.  
~Mark T.

**Nick** I am so happy to work with you! You are always available whenever I need you. You rock our finances and make magic happen! Thank you for all you do! You are one of the most patient and humble people I know. Thank you for always being a positive light within our company! You have a way of getting things done! I love working with you!  
~Stella

**WE APPRECIATE YOU!**

**You're Awesome, THANK YOU!**

Big shout to you **Nick**, I really appreciate how much you are committed to getting results and how you know exactly what to do to get the desired outcome. **Nick** is a hero that has all the solutions to our Payment, finance and refund issues. All our billing processes at support is so much simpler and easier because of you. Thank you so much for going out of your way, to investigate issues, look into specific cases and also provide data to enable us operate. From QUICKLY, bringing down our dispute rate, to implementing lots of systems (chargeback alerts, wire alerts, Affirm), to providing seamless payments that assists us in fulfilment and just making collaborating with you so simple, I HIGHLY value you and everything you do. With you, there's never a stone left unturned and you make it look so effortless. Thank you!  
~Churchill



# PUBLISHING.COM APPRECIATES OUR TEAM MAY SHOUT-OUT TO SAMARIA SIMMONS

For your joy, positivity,  
and endless support of  
the student  
community, thank you.  
~Hayley

Samaria is such an incredible  
asset to the publishing team!  
She is kind, generous, and  
student obsessed!! Each time  
that I've had the pleasure to  
work with her she has been  
observant, attentive,  
courteous, and anxious to  
learn!! Grade A!! Keep up the  
great work!  
~Pete

You're incredibly good  
at what you do and we  
are happy to have you  
in P-Team. Keep it up!  
~Shahmir

Thank you for always  
being there for our  
students. Your positivity  
and encouragement  
goes a long way for  
them.  
~Rob C.

Whooooo! Great job!  
~Matthew  
♥  
Samaria - Such a great team  
member! We're so lucky to  
have her!  
~Becky

I think you're amazing! I  
love our chats on our  
weekly Mastermind call  
and your all round  
demeanor and work  
ethic. Your FB posts are  
next level!  
~Naser

Samaria!!! Publishing.com Allstar  
right here!! If I could duplicate  
someone on the team, you'd be my  
pick. Always a ray of sunshine and I  
can't think of one of our Interactions  
that didn't brighten my day. I'm  
beginning to think you don't even  
know how to complain. Tell me your  
secrets!  
~Cody

You are such a ray of  
sunshine! Thank you for all  
you do!!!  
~Katrina  
♥  
Thank you for all you do  
and your contagious smile!  
~Stella

Your obsession for helping and  
supporting students is  
CONTAGIOUS. No one is as active  
as you are in the communities  
constantly helping students solve  
their issues and make things as  
easy as you can for them. Keep up,  
and just thank you for caring so  
much.  
~Rasmus

Meeting you was simply a delight.  
Friendly, polite & sincere. You  
work hard & go after what you  
want. I'm super excited to see  
your journey unfold as you chase  
your dreams. Your hard work &  
dedication to what you do is  
evident in all you do. Thank you  
for sharing your light with us!  
~Mel

You are the best! Thank you  
so much for all you do in the  
Facebook Community. You  
always give great feedback  
and have such great energy!  
Continue the amazing work,  
Samaria.  
~Elizette

Samaria is absolutely amazing!  
I have never heard a single  
person say a bad thing about  
her. She makes everyone feel  
welcome whether she was  
doing the PA welcome calls or  
welcoming them to the  
community! Keep up the great  
work and keep on smiling!  
~Mark B.

Shout out to the angel that is Samaria!  
You always brighten up the room/Zoom  
room! because you have a light that  
radiates from you that everyone can see.  
You are loved by all and you are a solid  
team player and human being! We are  
lucky to have you as you work SO hard  
and thoroughly and put everything into  
your work whatever small or big task  
you are doing. Keep being you and  
shining bright!  
~Hannah

Samaria~ My publishing Sister, I honestly  
don't think my journey here would ever  
feel the same without knowing you. You  
are one of the most caring, determined  
and beautiful people I have come to  
know in this company and really ever  
(inside and out) Never let anyone dull  
your spirit, because you are constantly  
lighting the fire for others and keeping  
us shining. I can't thank you enough for  
just being you. Thank you for your  
friendship!  
~Rebecca

Massive shoutout to you Samaria. Having  
connected with you in different capacities, I have  
so much admiration and respect for how insanely  
good you are at connecting with people, and  
getting things done. From being able to drive  
people to action through your orientation calls and  
recordings to your energetic community posts that  
draw from real life experiences and fires us all up, I  
really appreciate you and I am glad to work  
alongside you everyday. Thank you so much for  
always being 1 slack DM away and for always  
taking the time to help. You truly are a valuable  
team member not just to us at Support, but to the  
entire company at large.  
~Churchill

WE  
APPRECIATE  
YOU!

You're  
Awesome,  
THANK  
YOU!

We want to hear your feedback! Anything else you want to be sharing here? Let us know! Reach out to Stella to share any ideas you have to make this even better!

